



RESILIENCE AMERICORPS

WELCOME

RESILIENCE AMERICORPS ACADEMY

JANUARY 14, 2015

#RESILIENCEAMERICORPS



GOALS OF THE AMERICORPS RESILIENCE ACADEMY

AmeriCorps VISTAs, their supervisors, subject matter experts, and a range of federal partners will convene to:

- Gain an **understanding of resilience** concepts and practice
- Assess **risks and resilience challenges and opportunities** in their city and project area
- **Design** resilience strategies and implementable projects
- **Gain exposure to a range of tools and resources** that can support their resilience strategies and projects
- **Build city team and Cohort relationships** that will grow over the year
- Connect to and grow a **national network of resilience practitioners**

ACADEMY OVERVIEW

Day 1

Introduction to Resilience in your City

1

Why Resilience
AmeriCorps?

2

Understanding
Risk

3

City Resilience
Narrative

4

Defining a
Resilience
Approach

Day 2

Building Resilience in Your City

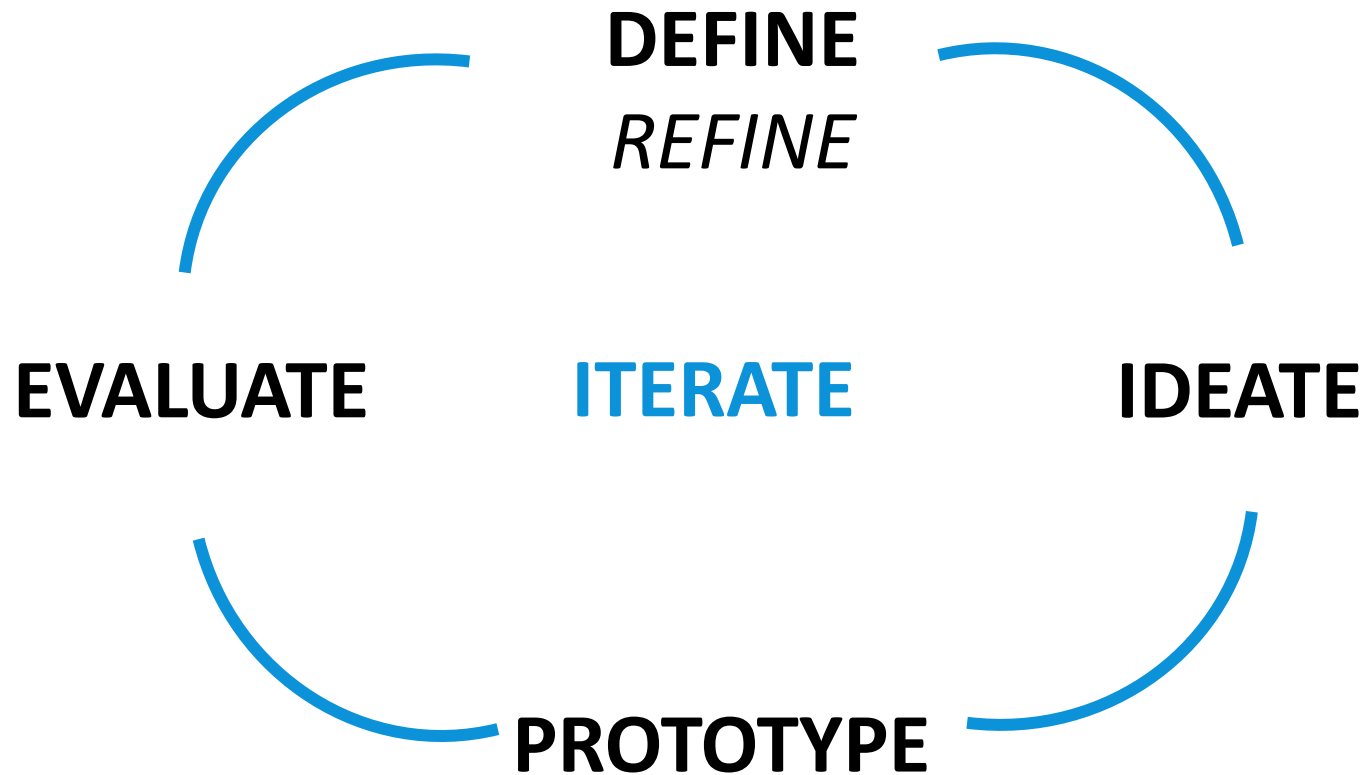
5

Engaging
Stakeholders

6

Resilience
Project
Planning

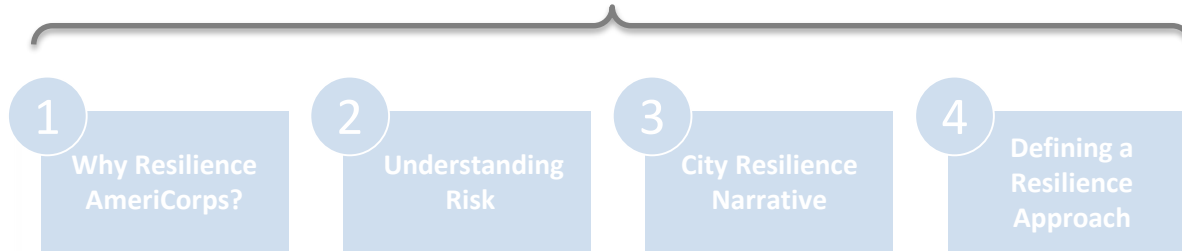
DESIGN THINKING APPLIED



ACADEMY OVERVIEW

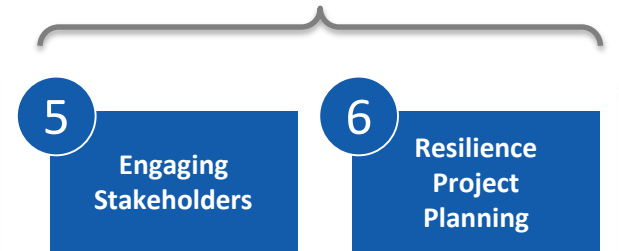
Day 1

Introduction to Resilience in your City



Day 2

Building Resilience in Your City



How will we get there?

- What is the project resilience value?
- How does it fit in within the approach?
- How will you measure success?

DAY 2 AGENDA

8:30a – 9:30a	<u>Panel:</u> Engaging Others in Resilience Building
9:30a – 10:15a	<u>Exercise:</u> Understanding and Engaging Stakeholders
10:15a – 10:30a	Break
10:30a – 11:00a	<u>Presentation:</u> Defining Cities of Service Resilience Projects
11:00a – 11:45a	<u>Exercise:</u> Resilience Project Planning
11:45p – 2:00p	<u>Federal Resource Fair:</u> Remarks by Jainey Bavishi, Working Lunch and Introduction to Federal Tools
2:00p – 2:30p	<u>Presentation:</u> Imagining the Next Year, Part 2
2:30p – 3:00p	Closing Remarks by RF, COS and VISTA Swearing-in
3:00p	Departure

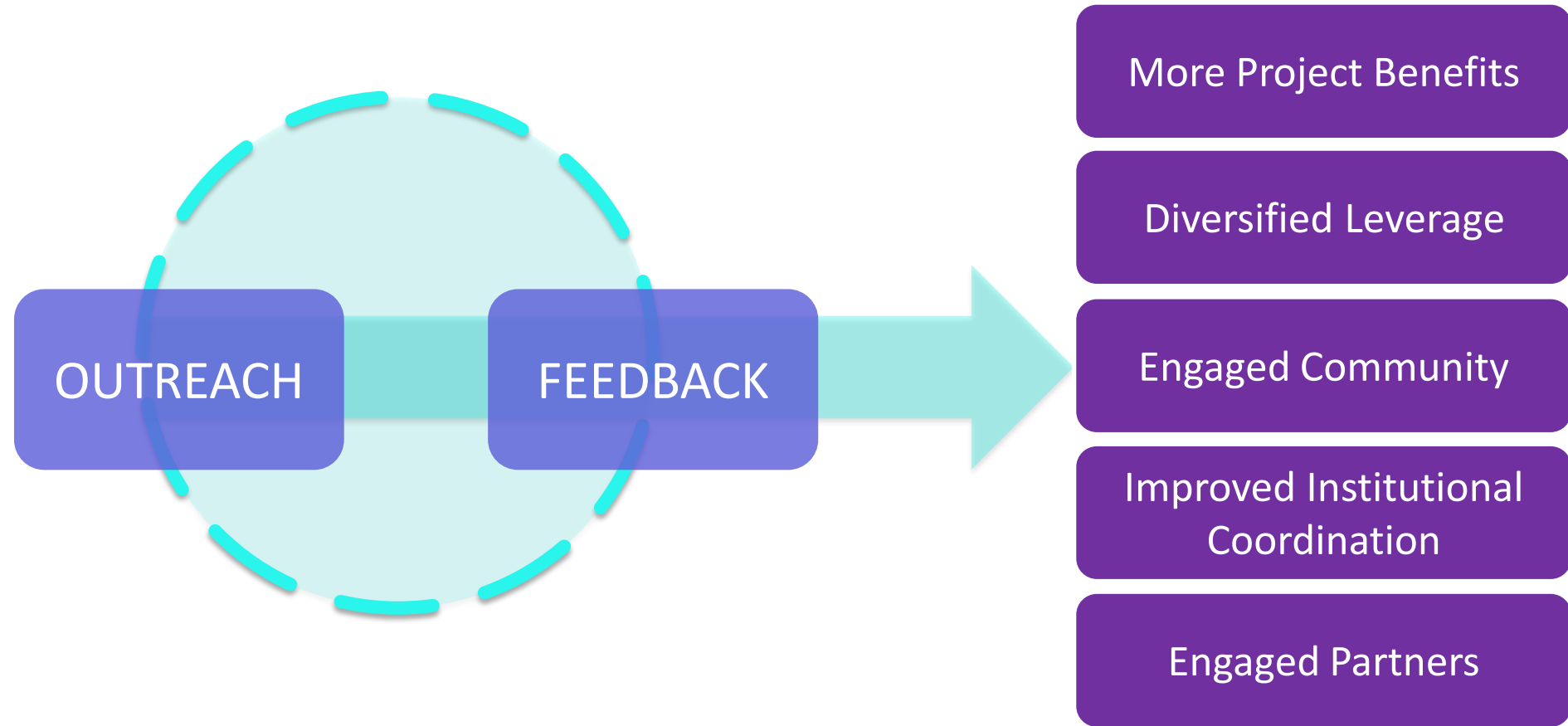


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ENGAGING OTHERS IN RESILIENCE BUILDING

**COMMUNICATION RESILIENCE
AND DEFINING STAKEHOLDERS**

CREATING RESILIENCE VALUE THROUGH ENGAGEMENT



VALUE OF ENGAGING STAKEHOLDERS

Systems Approach

Cross-sectoral engagement ensures success

Complex Projects

Engagement supports design, implementation, operations and maintenance

Collaboration Required

Necessary to establish buy-in

Innovation Driven

Better outcomes driven by diverse perspectives

IDENTIFYING STAKEHOLDERS

Influence

Political

Economic

Social

Access

Information

Opportunity

Impact

Positive Impact

Negative Impact

Need

Heightened Risk

Geographic
Context

Economic
Context

Vulnerability

IDENTIFYING AND ENGAGING VULNERABLE POPULATIONS

Low income residents may include...

- Homeless
- Seniors
- Youth
- Physically isolated
- Environmental justice communities
- Unemployed or underemployed
- Individual or families earning below the poverty rate

Identifying Vulnerable Populations

How does our strategy ensure **feedback is integrated** into project development?

Who will be most **impacted** by the project moving forward or not moving forward?

How are people situated in terms of **barriers** that they face? (physical, spiritual, social or economic?)

Are these groups **already engaged**? What is our **history of interaction**, if any?

Which **organizations** in my community can best engage these groups?



IDENTIFYING AND ENGAGING INFLUENTIAL STAKEHOLDERS

Influential stakeholders may include...

- Political leaders
- Local business leaders
- Large institutions (hospitals, universities)
- Faith-based and community organizations
- Civic leaders
- City-agency leadership

Identifying Influential Stakeholders

What can this stakeholder do to **advance/block** the project?

Why should this stakeholder **support/oppose**?

Who does this stakeholder **listen to**?

When is the **best time to engage** and why?



ELEMENTS OF AN EFFECTIVE MESSAGE

1

Identify what you need

2

Understand the needs
of your partner

3

Know and
communicate your
common goals

Be clear in your
definition of
success

PANEL | ENGAGING OTHERS IN RESILIENCE BUILDING

Sam Carter – Moderator

The Rockefeller Foundation

Jared Genova

New Orleans Redevelopment Authority

Susan Perry

City of Norfolk

Michael Hammett

City of Phoenix

Alice Kamens

Cities of Service



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JARED GENOVA

100 RESILIENT CITIES FELLOW
CITY OF NEW ORLEANS



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SUSAN PERRY

**SPECIAL ASSISTANT TO THE CITY MANAGER FOR
POVERTY REDUCTION AND COMMUNITY INITIATIVES
CITY OF NORFOLK**



Creating Economic Opportunity through Impact Volunteering

Goals of Resilience Work

Design the coastal community of the future

Create economic opportunity by advancing efforts to grow existing and new sectors

Advance initiatives to connect communities, deconcentrate poverty, and strengthen neighborhoods.

Mayor's Commission on Poverty Reduction

- Established in June 2013
- Consisted of 33 members of the community
- 7 town hall meetings; over 200 residents
- Report presented to Council in July



Community Engagement



Four Critical Areas of Focus:

Early
Childhood
Education

Youth Career
Pathways

Adult
Workforce
Development

Neighborhood
Revitalization



- A partnership of participating banks, credit unions and community organizations across Hampton Roads
- Designed to reduce barriers to banking and increase access to the financial mainstream
- Financial management classes, personalized coaching and incentive match program

Impact Volunteering

The Need

Residents in Crisis or in Need

Unbanked Norfolk residents: 11.4%

Underbanked population: 27.5%

Asset Poverty Rate: 35.7%



The Solution

Community Partnerships

Business Community

Faith-based organizations

Non-profits

Participants as Coaches





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MICHAEL HAMMETT

CHIEF SERVICE OFFICER
CITY OF PHOENIX

LOVE YOUR BLOCK PHOENIX



LOVE YOUR BLOCK PHOENIX





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ALICE KAMENS

PROGRAM MANAGER
CITIES OF SERVICE

RICHMOND, CA - ART INSTALLATION



RICHMOND, CA - DOORHANGERS

Cut around the seal.



Love Your Block

The Love Your Block initiative is a high-impact service strategy in which the city of Richmond will engage community members in revitalizing their neighborhoods, one block at a time.



We will disburse \$1,000 mini-grants to community members and organizations for winning projects that create a vibrant more livable Richmond. Our application process is launching soon, so stay tuned for updates using the QR code above!

Feel free to use this doorknob hanger to spread the word and connect with neighbors.



Please disturb!

Hello neighbor, if you ever need...

let me know!

Your neighbor,

☐ Knock between _____ and _____

☐ Call / Text _____

☐ Email _____

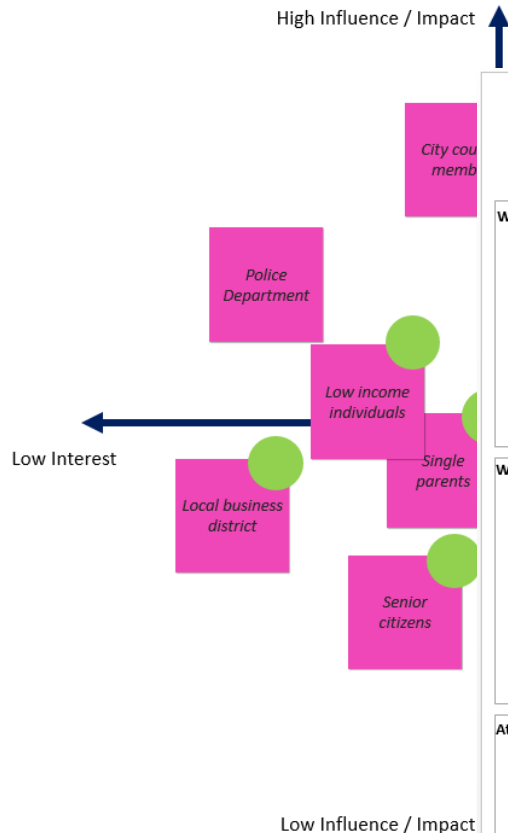
Brought to you by GOOD and Candy Chang

RICHMOND, CA - GOAT GRAZING



EXERCISE | UNDERSTANDING AND ENGAGING STAKEHOLDERS

Worksheet 4.0: Identifying Stakeholders



Worksheet 4.1: Drafting a Stakeholder Engagement Strategy

Stakeholder Group: *Low-income individuals*

What do they care about? What is their mission?

- Health and safety
- Housing security
- Food accessibility

What is their interest and influence over the project?

- High interest, but have little direct engagement
- The project area has many low-income families, and we want to maximize benefits to these individuals by gathering input

At what stage are they critical to your project?

- Design— we should approach them in March to get feedback that informs how we think about the design of the project
- Implementation – residents will play a key role in building the project

Outreach Plan

- Host a public meeting in a low-income community as a common, accessible space
- Make the meetings interactive in order to maximize input of attendees

Message (What are your common goals, how are you communicating the stake that they have in the project or your resilience goals?)

- Articulate benefits – green space, revitalized community spaces
- Share preliminary design ideas
- Provide contact within government agency and community partner so residents can follow up with questions

How are you receiving feedback and how will your project respond?

- Create materials that are interactive for the public meetings
- Start a social media campaign to solicit feedback, and advertise campaign in libraries and schools in low-income neighborhoods

Breakout Room C

Anchorage
New Orleans

Breakout Room B

Boulder
Tulsa

Breakout Room A

Chicago
Norfolk

Equality Forum West

Pittsburgh
Minot

Equality Forum East

El Paso
Phoenix



Pittsburgh,
Minot and
El Paso

11a – 11:45a



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DEFINING CITIES OF SERVICE RESILIENCE PROJECTS



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**ALICE KAMENS, DEB JOSPIN &
MYUNG LEE
CITIES OF SERVICE**

KEY ELEMENTS OF A RESILIENCE IMPACT VOLUNTEERING PROJECT

- Addresses **multiple risks** - current and future
- Engages **multiple stakeholders and partners** to generate innovative strategies at each stage of project design and implementation
- **Engages volunteers** to build capacity in communities and **social resilience** over the long term
- Maximizes **co-benefits**
- **Scales and can be replicated**
- Builds off of the **Mayors priorities** and the city's larger resilience goals
- Sets **clear goals and outcomes** that can be tracked and measured over time

WHY IMPACT VOLUNTEERING PROJECTS?

- Citizen engagement
 - Deliberation
 - Collaboration
 - Relationships
- Cities of Service
 - Leadership
 - Results
 - Co-production



IMPLEMENTING RESILIENCE IMPACT VOLUNTEERING PROJECTS

- Critical role of the mayor
- Senior leadership in city hall
- Citizen volunteers
- Identifying and targeting community needs
- Using best practices
- Setting clear outcomes



BIG PICTURE, SPECIFIC GOAL

- What is the specific goal of the volunteer initiative?
- How will you know if the initiative has eliminated, or alleviated, the problem?



IDENTIFY THE ROLE OF VOLUNTEERS

- What can/will volunteers do to achieve the goals of the initiative?
- Where will service activities be performed?
- How frequently will they participate?
- What types of volunteers are needed?
- What role will low-income residents play?



EVIDENCE AND LOGISTICS

- Evidence Base
 - How do you know that this particular volunteer-based initiative will have the desired impact?
- Timeline
 - Start point, end point, and milestones



DECIDE ON RELEVANT METRICS

- Outputs: measurable results directly attributed to the activities of the initiative
- Outcomes: measurable results that quantify the success of the initiative



EXAMPLES OF RELEVANT METRICS

- Sustainable Home Makeover Outputs
 - Total number of home audits conducted
 - Total number of homes retrofitted
- Sustainable Home Makeover Outcomes
 - Percent decrease in average electricity/gas/water used per month for each household renovated

FORECAST POTENTIAL ISSUES

- Political issues?
- Legal issues?
- Challenges to effective execution?



THINK THROUGH THE ROLE OF PARTNERS

- Mayor
- Volunteers
- Other organizational partners



THANK YOU!

Questions?



EXERCISE | RESILIENCE PROJECT PLAN

Worksheet 5.0 : Refining the Approach, Resilience Project Implementation Plan

JURISDICTION NAME

Engagement

- *Use federal social vulnerability tool to identify vulnerable populations in the city and narrow down a project area*
- *Reach out to target area community-based organizations to discuss project ideas*
- *Hold public engagement meetings to get feedback on design principles and incorporate into project design*

Outcomes and defining success

- *Inter-agency collaboration*
- *Community based organizations mobilized*
- *Long-term and sustainable volunteer engagement*
- *Mitigated storm water*
- *New community asset / green public space*
- *Increased awareness of risk and community cohesion*

Milestones

- *Community engagement – 3 months*
- *Establish a clear project idea and plan – 3 to 6 months*
- *Procure project funding to support implementation – 3 to 9 months*
- *Engage volunteers in implementation – 6 to 9 months*
- *Pilot long-term volunteer engagement maintenance strategy- 9 to 12 months*

Roles

- **Chief Resilience Officer**
Project Director, vision setting, communication with Mayor, ensure project alignment with city's resilience priorities
- **Deputy**
Project Manager, VISTA supervisor, will support in outreach activities and task management
- **VISTA**
Lead on implementation strategy, research and engagement activities, main contact for volunteers



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FEDERAL TOOLS AND RESOURCES



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JAINY BAVISHI

WHITE HOUSE COUNCIL ON
ENVIRONMENTAL QUALITY

FEDERAL RESILIENCE RESOURCE FAIR

US Department of Housing and Urban Development (HUD)

US National Institute of Standards and Technology (NIST)

US Global Change Research Program (US GCRP)

National Oceanic and Atmospheric Administration (NOAA)

Federal Emergency Management Agency (FEMA)

US Department of Energy (DOE)

US Environmental Protection Agency (EPA)

US Army Corps of Engineers (USACE)

US Geological Survey (USGS)

US Department of Agriculture (USDA)

HOW THE FAIR WILL WORK

12:15p – 12:40p	Session #1 – Tables Assigned
12:45p – 1:10p	Session #2 – Free Choice
1:15p – 1:40p	Session #3 – Free Choice

Cities encouraged to engage with more agencies / see more tools and resources

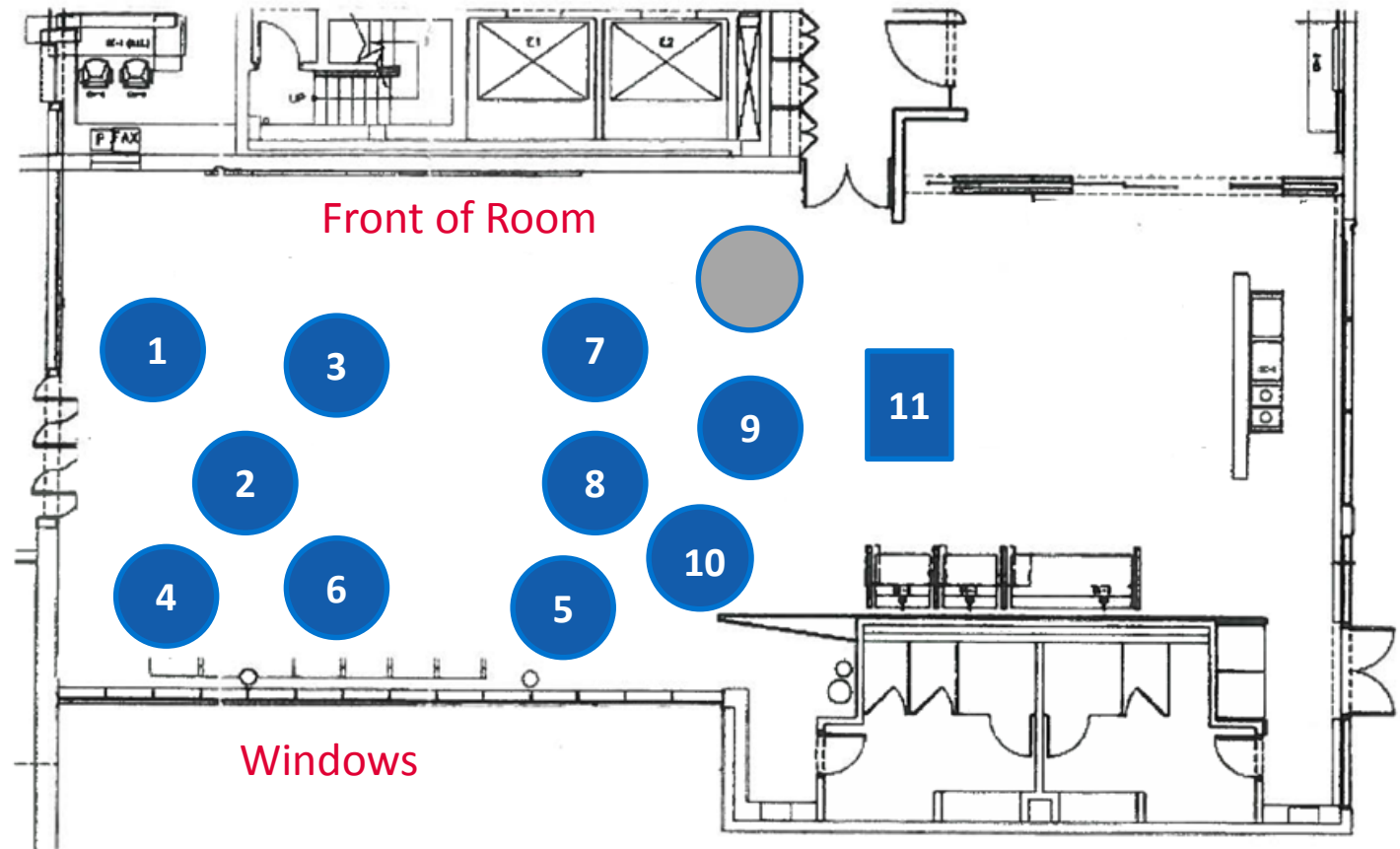
Select a table and stay there. If the table you want it already full, select another table.

FAIR GROUND RULES

- **If not part of city group, please play role of observer.** Wait until VISTA members and cities find a seat first.
- Please be **respectful** of time
- Please **talk quietly**, sidebar conversations should be taken to other room.
- Please **share contact information** for follow up conversations.

FEDERAL RESOURCE FAIR AGENCY TABLES

1. HUD
2. NIST
3. US GCRP
4. NOAA
5. FEMA
6. DOE
7. EPA
8. US ACE
9. USGS
10. DOE
11. USDA





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IMAGINING THE NEXT YEAR

PART 2



RESILIENCE AMERICORPS

ALI ZAIDI

ASSOCIATE DIRECTOR FOR NATURAL RESOURCES,
ENERGY, AND SCIENCE PROGRAMS

US OFFICE OF MANAGEMENT AND BUDGET



RESILIENCE AMERICORPS

DEB JOSPIN

PROGRAM CONSULTANT
CITIES OF SERVICE



RESILIENCE AMERICORPS

MYUNG LEE

EXECUTIVE DIRECTOR
CITIES OF SERVICE



RESILIENCE AMERICORPS

SAM CARTER

ASSOCIATED DIRECTOR
THE ROCKEFELLER FOUNDATION



RESILIENCE AMERICORPS

MAX FINBERG

DIRECTOR
AMERICORPS VISTA

THANK YOU!

Post Academy Survey
bit.ly/resilienceamericorps_survey

Social media
#resilienceamericorps